



Last name, first name, patronymic:

Zhanibekova Akbota Elnarkyzy

Position (Department):

Lecturer at the Department of Economics, Management, and Finance

Information about education:

From 2017 to 2021, graduated from Al-Farabi Kazakh National University with a bachelor's degree in Service (Educational Program 5B090200 – Tourism). From 2021 to 2023, completed my master's degree at Al-Farabi Kazakh National University in Tourism (Educational Program 7M11101), earning a Master of Science degree with a focus on scientific-pedagogical training. From 2023 to 2025, studied at S. Amanzholov East Kazakhstan University in the Educational Program 6B01703 – Foreign Language: Two Foreign Languages, where received a bachelor's degree.

Academic degree:

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Academic title:

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Pedagogical experience:

2 years

Subjects taught:

Management of the regional tourism industry; Organization of services in inbound and domestic tourism; Organizational and managerial activities in the field of tourism; Resort studies and wellness tourism; Digitalization of hotel and restaurant services; Fundamentals of tourism studies; Tourism statistics; Excursion studies; Ethnographic tourism; International tourism; Business etiquette in tourism; Quality management in tourism; Techniques and tactics of active tourism types.

Scientific interests:

Wellness and medical tourism; Marketing and management in tourism; Preservation of cultural heritage and enhancement of tourism potential.

Publications and articles:

1. Zhanibekova A.E. – Formation of the rehabilitation services market in Kazakhstan. Proceedings of the International Scientific Conference of Students and Young Scientists “FARABI ÄLEMI,” Al-Farabi Kazakh National University, Almaty, Kazakhstan, April 6–8, 2022.
2. Zhanibekova A.E. – The state of rehabilitation in the development of tourism in Kazakhstan. XI International Scientific and Practical Conference “Science and Education in the Modern World: Challenges of the 21st Century,” October 2022, Astana, Kazakhstan.
3. Zhanibekova A.E. – Prospects for the development of rehabilitation tourism in Kazakhstan. VI International Scientific and Practical Conference “Scientific Discussions and Solution Development,” December 5–7, 2022, Graz, Austria.
4. Zhanibekova A.E. – Social services offered for the development of rehabilitation tourism. IV International Scientific and Practical Conference “Modern Directions of Development of Science and Technology.”
5. Zhanibekova A.E. – The role of rehabilitation centers in promoting tourism. V International Scientific and Practical Conference “Priority Directions of Science Development.”
6. Sholpanbayeva K.Zh., Zhanibekova A.E. – Theoretical aspects of ensuring sustainable tourism. International Scientific and Practical Conference “Ualiyev Readings – 2024” on the topic “University Science – The Basis for Regional Economic Growth,” 2024, p. 97.

